

Population Inside KENZ 48 dBu = 1,922,672
Population Receiving Interference = 2,589

KENZ (FCC ID#2444)
Latitude: 40-39-34 N
Longitude: 112-12-05 W
ERP: 25.00 kW
Frequency: 101.9 MHz
AMSL Height: 2803.0 m
Elevation: 2755.0 m
HAAT: 1140.0 m
Horiz. Pattern: Omni
Prop Model: Longley/Rice
Climate: Cont temperate
Conductivity: 0.0050
Dielec Const: 15.0
Refractivity: 301.0
Receiver Ht AG: 1.8 m
Receiver Gain: 0 dB
Time Variability: 50.0%
Sit. Variability: 50.0%
ITM Mode: Broadcast

**Proposed Interference to KENZ(FM) from
Proposed KDUT-FM5 Booster**

KDUT-FM5 (FCC ID#131424)
Latitude: 40-18-00 N
Longitude: 111-38-38 W
ERP: 0.099 kW
Channel: 272
Frequency: 102.3 MHz
AMSL Height: 1638.0 m
Elevation: 1621.0 m
Horiz. Pattern: Directional
Prop Model: Longley/Rice
Climate: Cont temperate
Conductivity: 0.0050
Dielec Const: 15.0
Refractivity: 301.0
Receiver Ht AG: 1.8 m
Receiver Gain: 0 dB
Time Variability: 10.0%
Sit. Variability: 50.0%
ITM Mode: Broadcast

Cedar Fort



☒ KENZ (FCC ID#2444)
■ KDUT-FM5 (FCC ID#131424)

Scale 1:250,000

0 3 6 9 km

Population Inside KSL-FM 48 dBu = 1,922,672
Population Receiving Interference = 5

KSL-FM (FCC ID#54156)
Latitude: 40-39-34 N
Longitude: 112-12-05 W
ERP: 25.00 kW
Frequency: 102.7 MHz
AMSL Height: 2803.0 m
Elevation: 2755.0 m
HAAT: 1140.0 m
Horiz. Pattern: Omni
Prop Model: Longley/Rice
Climate: Cont temperate
Conductivity: 0.0050
Dielec Const: 15.0
Refractivity: 301.0
Receiver Ht AG: 1.8 m
Receiver Gain: 0 dB
Time Variability: 50.0%
Sit. Variability: 50.0%
ITM Mode: Broadcast

Received Interference by KSL-FM from
Proposed KDUT-FM2 Booster

KDUT-FM2 (FCC ID#122078)
Latitude: 40-48-29 N
Longitude: 111-53-23 W
ERP: 0.009 kW
Frequency: 102.3 MHz
AMSL Height: 1831.0 m
Elevation: 1810.0 m
Horiz. Pattern: Directional
Prop Model: Longley/Rice
Climate: Cont temperate
Conductivity: 0.0050
Dielec Const: 15.0
Refractivity: 301.0
Receiver Ht AG: 1.8 m
Receiver Gain: 0 dB
Time Variability: 10.0%
Sit. Variability: 50.0%
ITM Mode: Broadcast

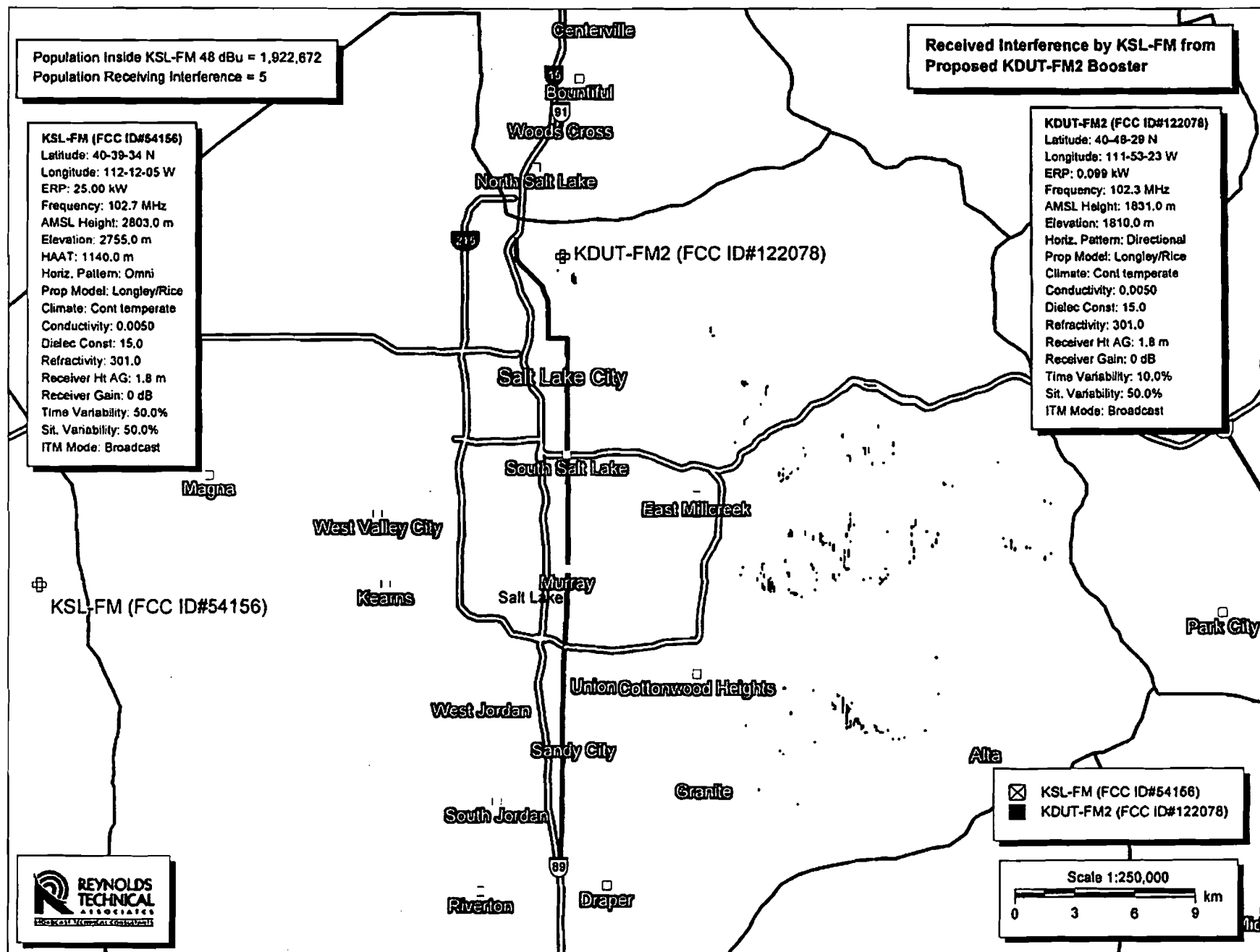
KSL-FM (FCC ID#54156)

KDUT-FM2 (FCC ID#122078)

☒ KSL-FM (FCC ID#54156)
■ KDUT-FM2 (FCC ID#122078)

Scale 1:250,000

0 3 6 9 km



Population Inside KSL-FM 46 dBu = 1,922,672
Population Receiving Interference = 16,135

KSL-FM (FCC ID#54156)
Latitude: 40-39-34 N
Longitude: 112-12-05 W
ERP: 25.00 kW
Frequency: 102.7 MHz
AMSL Height: 2803.0 m
Elevation: 2755.0 m
HAAT: 1140.0 m
Horiz. Pattern: Omni
Prop Model: Longley/Rice
Climate: Cont temperate
Conductivity: 0.0050
Dielec Const: 15.0
Refractivity: 301.0
Receiver Ht AG: 1.8 m
Receiver Gain: 0 dB
Time Variability: 50.0%
St. Variability: 50.0%
ITM Mode: Broadcast

Received Interference by KSL-FM from
Proposed KDUT-FM3 Booster

KDUT-FM3 (FCC ID#123370)
Latitude: 41-09-57 N
Longitude: 112-00-52 W
ERP: 5.60 kW
Frequency: 102.3 MHz
AMSL Height: 1419.0 m
Elevation: 1394.9 m
Horiz. Pattern: Directional
Prop Model: Longley/Rice
Climate: Cont temperate
Conductivity: 0.0050
Dielec Const: 15.0
Refractivity: 301.0
Receiver Ht AG: 1.8 m
Receiver Gain: 0 dB
Time Variability: 10.0%
St. Variability: 50.0%
ITM Mode: Broadcast

KDUT-FM3 (FCC ID#123370)

☒ KSL-FM (FCC ID#54156)
■ KDUT-FM3 (FCC ID#123370)

Scale 1:250,000

0 3 6 9 km



Davis

Farmington

Kaysville

Layton

Syracuse

West Point

Clearfield

Clinton

Hooper

Roy

South Ogden

West Haven

Ogden

Hamsville

Weber

North Ogden

Plain City Farr West

Huntsville

Population Inside KSL-FM 48 dBu = 1,922,672
Population Receiving Interference = 2,589

KSL-FM (FCC ID#54156)
Latitude: 40-39-34 N
Longitude: 112-12-05 W
ERP: 25.00 kW
Frequency: 102.7 MHz
AMSL Height: 2803.0 m
Elevation: 2755.0 m
HAAT: 1140.0 m
Horiz. Pattern: Omni
Prop Model: Longley/Rice
Climate: Cont temperate
Conductivity: 0.0050
Dielec Const: 15.0
Refractivity: 301.0
Receiver Ht AG: 1.8 m
Receiver Gain: 0 dB
Time Variability: 50.0%
Sit. Variability: 50.0%
ITM Mode: Broadcast

Proposed Interference to KSL-FM from
Proposed KDUT-FM5 Booster

KDUT-FM5 (FCC ID#131424)
Latitude: 40-18-00 N
Longitude: 111-38-38 W
ERP: 0.089 kW
Channel: 272
Frequency: 102.3 MHz
AMSL Height: 1838.0 m
Elevation: 1821.0 m
Horiz. Pattern: Directional
Prop Model: Longley/Rice
Climate: Cont temperate
Conductivity: 0.0050
Dielec Const: 15.0
Refractivity: 301.0
Receiver Ht AG: 1.8 m
Receiver Gain: 0 dB
Time Variability: 10.0%
Sit. Variability: 50.0%
ITM Mode: Broadcast

Cedar Fort



☒ KSL-FM (FCC ID#54156)
■ KDUT-FM5 (FCC ID#131424)

Scale 1:250,000

0 3 6 9 km

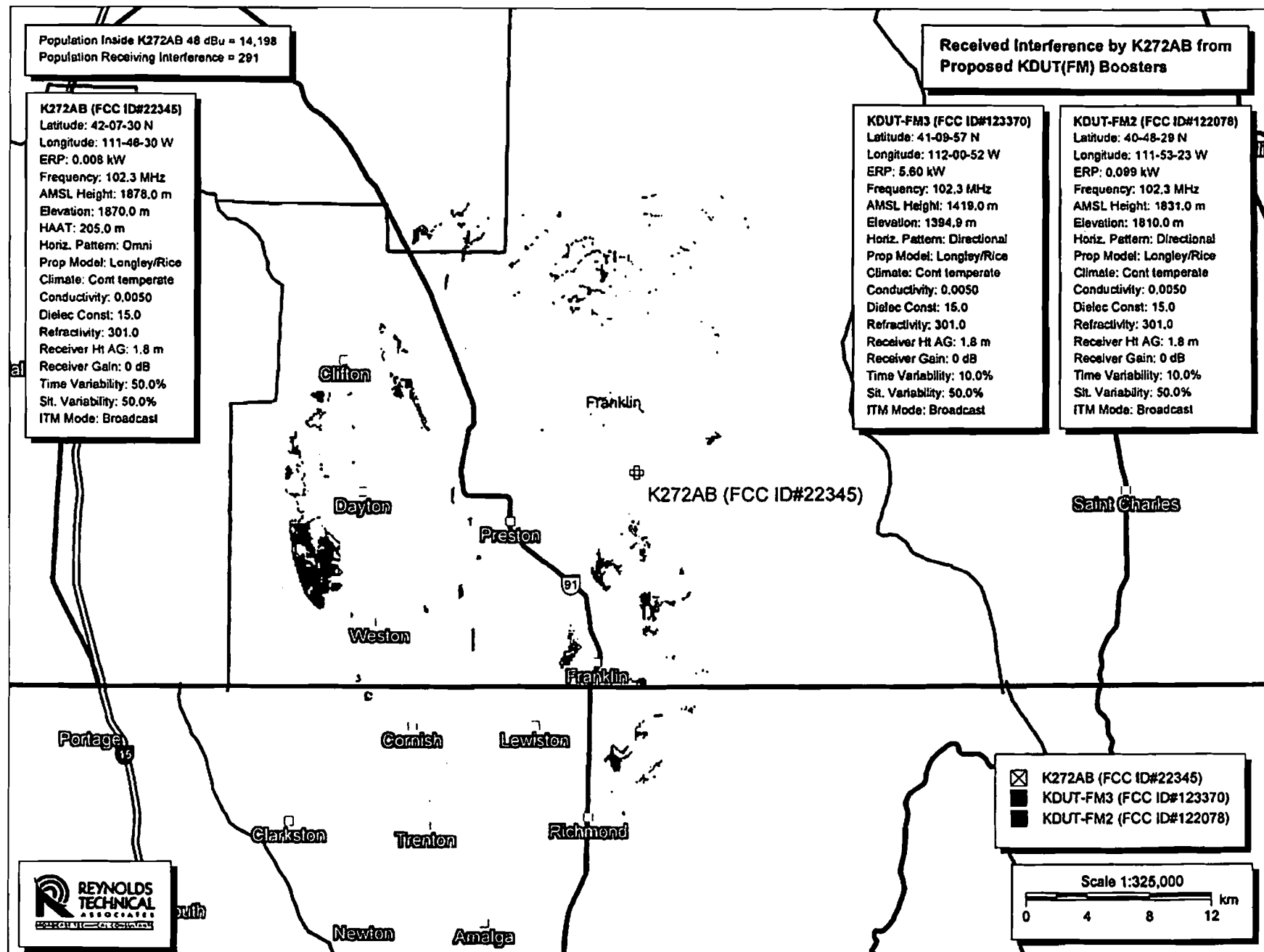
Population Inside K272AB 48 dBu = 14,198
Population Receiving Interference = 291

K272AB (FCC ID#22345)
Latitude: 42-07-30 N
Longitude: 111-48-30 W
ERP: 0.008 kW
Frequency: 102.3 MHz
AMSL Height: 1878.0 m
Elevation: 1870.0 m
HAAT: 205.0 m
Horiz. Pattern: Omni
Prop Model: Longley/Rice
Climate: Cont temperate
Conductivity: 0.0050
Dielec Const: 15.0
Refractivity: 301.0
Receiver Ht AG: 1.8 m
Receiver Gain: 0 dB
Time Variability: 50.0%
Sit. Variability: 50.0%
ITM Mode: Broadcast

Received Interference by K272AB from
Proposed KDUT(FM) Boosters

KDUT-FM3 (FCC ID#123370)
Latitude: 41-09-57 N
Longitude: 112-00-52 W
ERP: 5.60 kW
Frequency: 102.3 MHz
AMSL Height: 1419.0 m
Elevation: 1394.9 m
Horiz. Pattern: Directional
Prop Model: Longley/Rice
Climate: Cont temperate
Conductivity: 0.0050
Dielec Const: 15.0
Refractivity: 301.0
Receiver Ht AG: 1.8 m
Receiver Gain: 0 dB
Time Variability: 10.0%
Sit. Variability: 50.0%
ITM Mode: Broadcast

KDUT-FM2 (FCC ID#122078)
Latitude: 40-48-29 N
Longitude: 111-53-23 W
ERP: 0.099 kW
Frequency: 102.3 MHz
AMSL Height: 1831.0 m
Elevation: 1810.0 m
Horiz. Pattern: Directional
Prop Model: Longley/Rice
Climate: Cont temperate
Conductivity: 0.0050
Dielec Const: 15.0
Refractivity: 301.0
Receiver Ht AG: 1.8 m
Receiver Gain: 0 dB
Time Variability: 10.0%
Sit. Variability: 50.0%
ITM Mode: Broadcast



Population Inside K272AB 48 dBu = 8,538
Population Receiving Interference = 41

Received Interference by K272AG from
Proposed KDUT(FM) Boosters

K272AG (FCC ID#8810)
Latitude: 42-37-48 N
Longitude: 111-41-00 W
ERP: 0.055 kW
Frequency: 102.3 MHz
AMSL Height: 2148.0 m
Elevation: 2140.0 m
HAAT: 328.0 m
Horiz. Pattern: Omni
Prop Model: Longley/Rice
Climate: Cont temperate
Conductivity: 0.0050
Dielec Const: 15.0
Refractivity: 301.0
Receiver Ht AG: 1.8 m
Receiver Gain: 0 dB
Time Variability: 50.0%
Sil. Variability: 50.0%
ITM Mode: Broadcast

KDUT-FM3 (FCC ID#123370)
Latitude: 41-09-57 N
Longitude: 112-00-52 W
ERP: 5.60 kW
Frequency: 102.3 MHz
AMSL Height: 1419.0 m
Elevation: 1384.9 m
Horiz. Pattern: Directional
Prop Model: Longley/Rice
Climate: Cont temperate
Conductivity: 0.0050
Dielec Const: 15.0
Refractivity: 301.0
Receiver Ht AG: 1.8 m
Receiver Gain: 0 dB
Time Variability: 10.0%
Sil. Variability: 50.0%
ITM Mode: Broadcast

Caribou

Bancroft

Soda Springs

K272AG (FCC ID#8810)

Grace

Lava Hot Springs

Bancroft
McGinnon

Armo

Georgetown

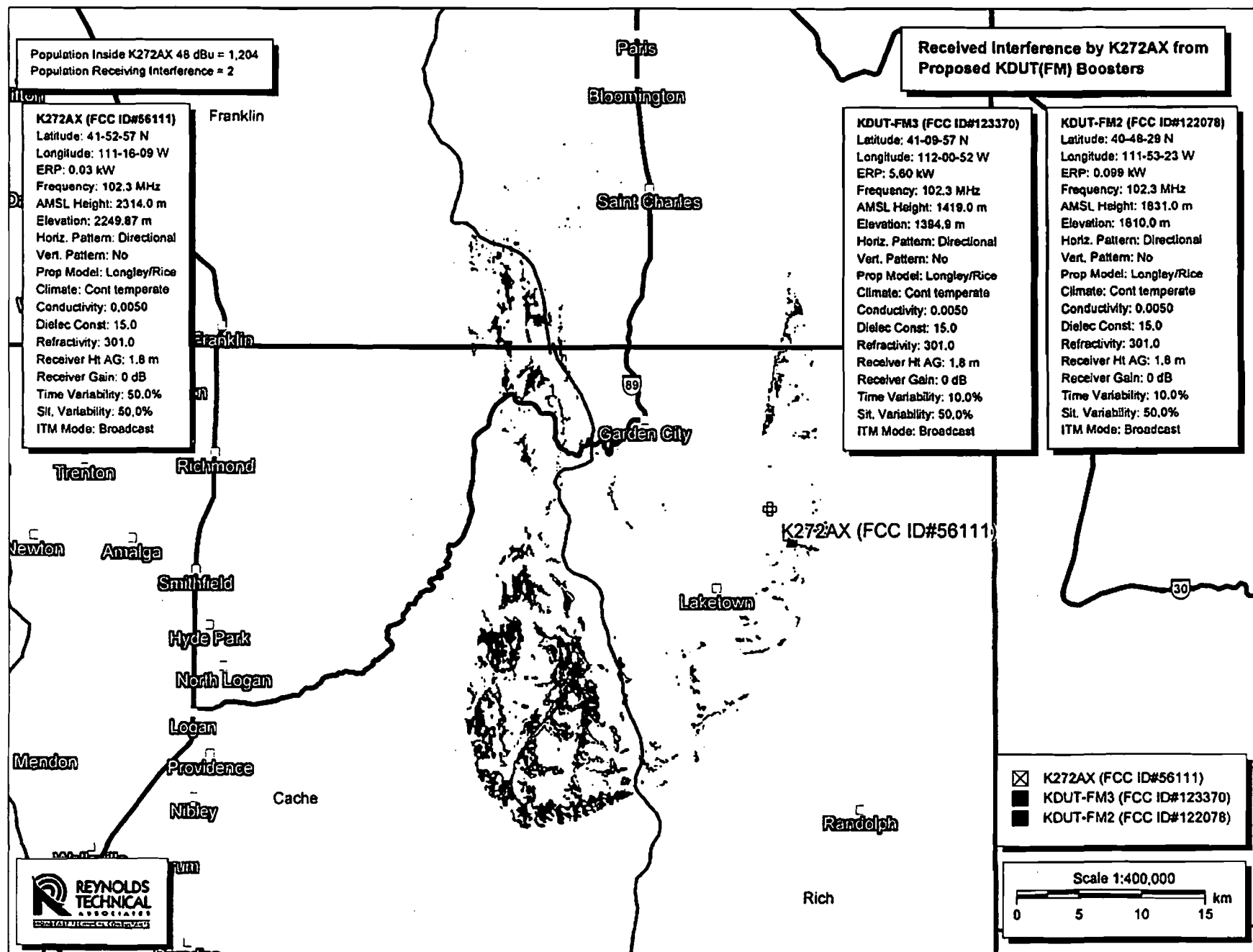
Downey



⊗ K272AG (FCC ID#8810)
■ KDUT-FM3 (FCC ID#123370)

Scale 1:400,000

0 5 10 15 km



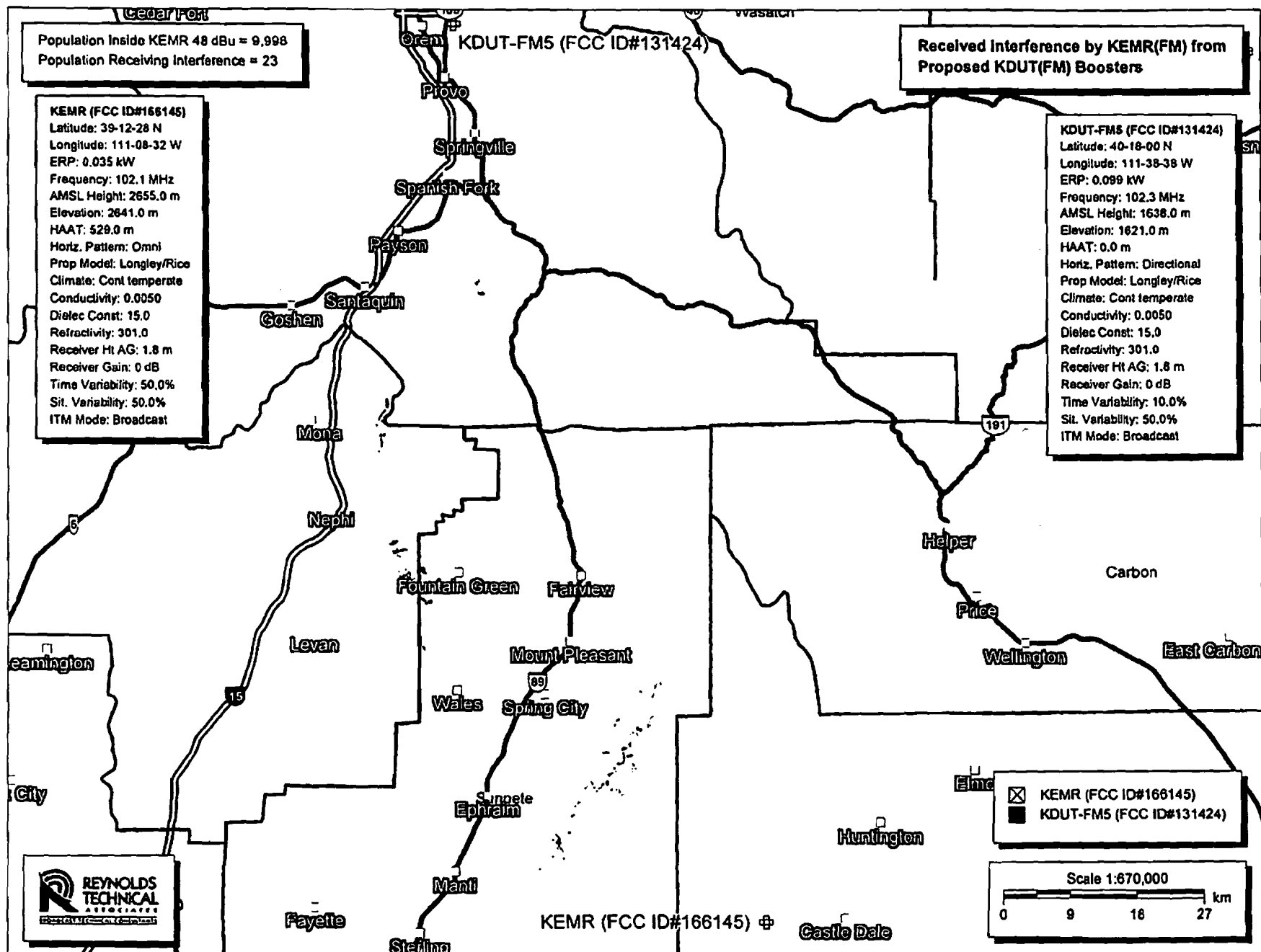


EXHIBIT B

Population within KDUT-FM3 Contour (Ogden)

Brigham City (18,709)
Mantua (756)
Perry (3,889)
Willard (1,747)
South Willard* (586)
North Ogden (17,682)
Pleasant View (7,052)
Plain City (5,288)
Farr West (5,335)
Marriott-Slaterville (1,537)
Ogden (82,865)
Huntsville (653)
West Haven (8,357)
Riverdale (8,126)
Roy (35,672)
Hooper* (5,665)
South Ogden (15,891)
South Weber (6,167)
Sunset (4,945)
Clinton (19,855)
Clearfield (27,851)
West Point (9,001)
Syracuse (22,195)
Layton (65,514)

(* Denotes CDP)

EXHIBIT C

Population within KDUT-FM2 Contour (Salt Lake City)

Farmington (17,217)
Centerville (15,270)
West Bountiful (5,337)
Bountiful (44,473)
Woods Cross (8,705)
North Salt Lake (13,446)
Salt Lake City (181,698)
Magna* (22,770)
West Valley City (123,447)
Canyon Rim* (10,428)
South Salt Lake (21,607)
Millcreek* (30,377)
East Millcreek* (21,385)
Mount Olympus* (7,103)
Taylorsville (58,785)
Kearns* (33,659)
Murray (46,201)
Oquirrh* (10,390)
Cottonwood West* (18,727)
Holladay (25,676)
Midvale (28,129)
Cottonwood Heights* (35,418)
Little Cottonwood Creek Valley* (7,221)
Sandy (96,660)
West Jordan (104,447)
South Jordan (51,131)
Herriman (17,689)
Riverton (39,751)
Bluffdale (8,016)
Draper (42,317)
Alpine (9,885)
Highland (16,189)
Lehi (46,802)

(* Denotes CDP)

EXHIBIT D

Population within KDUT-FM52 Contour (Provo)

American Fork (27,064)
Pleasant Grove (33,798)
Lindon (10,466)
Vineyard (148)
Orem (93,250)
Provo (118,581)
Palmyra* (485)
Lake Shore* (755)
Springville (28,520)
Spanish Fork (31,538)

(* Denotes CDP)

EXHIBIT E

Ogden booster

Total Population: 257,686

White:	214,675
Black:	3,673
Hispanic:	29,965
Native American:	1,602
Asian:	3,578
Pacific Islander:	407
Mixed Race:	3,579
Other:	207

Salt Lake City booster

Total Population: 983,981

White:	807,523
Black:	8,730
Hispanic:	109,569
Native American:	6,780
Asian:	23,510
Pacific Islander:	11,145
Mixed Race:	15,751
Other:	973

Provo booster

Total Population: 308,005

White:	272,198
Black:	943
Hispanic:	22,989
Native American:	1,695
Asian:	3,669
Pacific Islander:	1,965
Mixed Race:	4,253
Other:	293

ATTACHMENT B

FEDERAL COMMUNICATIONS COMMISSION
445 TWELFTH STREET SW
WASHINGTON DC 20554

MEDIA BUREAU
AUDIO DIVISION
APPLICATION STATUS: (202) 418-2730
HOME PAGE: www.fcc.gov/mb/audio/

ENGINEER: CHARLES N. (NORM) MILLER
TELEPHONE: (202) 418-2767
FACSIMILE: (202) 418-1410
E-MAIL: charles.miller@fcc.gov

March 29, 2010

Francisco R. Montero, Esq.
Fletcher, Heald & Hildreth, P.L.C.
1300 North 17th Street, 11th Floor
Arlington, Virginia 22209-3801

In re: Bustos Media of Utah License, LLC
KDUT (FM), Randolph, Utah
Facility Identification Number: 88272
Application for Experimental Authorization

Dear Counsel:

The staff has before it a request for an Experimental Authorization, filed March 9, 2010, on behalf of Bustos Media of Utah License, LLC ("BMU"), licensee of Station KDUT(FM), Randolph, Utah¹, and several associated FM Booster Stations². BMU proposes to conduct experimental operations to determine the feasibility of broadcasting independent, targeted messages on the FM Booster stations. BMU proposes to simultaneously broadcast different noncommercial announcements, targeted to specific, diverse audiences, on each of the booster stations. BMU proposes to use proprietary technology provided by GEO Spots, LLC, which will allow different announcements to be placed on each of the boosters in a synchronized time sequence. Other than the foregoing, no changes to the authorized technical facilities are contemplated. BMU states that the experimental broadcasts will be conducted over a 30-day period.

Our review indicates that the proposed experimental operation meets the requirements of Section 73.1510 of the Commission's rules and that the proposed experimental operation is not likely to result in interference to any other station. Although some intrasystem interference is to be expected from the experimental operation, we believe that BMU will act in its own self-interest to minimize any detrimental effect on its listeners. We find that the Public Interest would be served through the collection of data on the feasibility of transmitting independent, targeted announcements on FM Boosters, which could be used in support of a Petition for Rule Making to modify the Commission's Rules to permit the use of such transmissions. We believe that, in order to provide for setup and preliminary testing in addition to the proposed 30-day experimentation, a term of 60 days is appropriate.

¹ KDUT is licensed for operation on Channel 272C (102.3 MHz), with effective radiated power of 89 kilowatts (H only) and antenna height above average terrain of 647 meters.

² KDUT-FM1, Bountiful, UT; KDUT-FM2, Salt Lake City, UT; KDUT-FM3, Ogden, UT; KDUT-FM5, Provo, UT.

Accordingly, the request for Experimental Authorization IS GRANTED. Station KDUT may transmit independent, noncommercial announcements on its associated FM Booster Stations as described above. Limited waiver of 47 C.F.R. Section 74.1231(h) is granted, only to the extent necessary for the proposed experimentation. BMU shall employ whatever means are necessary to prevent excessive exposure of workers or the public to radio frequency radiation, pursuant to Section 1.1310. Within 60 days following completion of the experimental operation authorized herein, BMU shall file a full report of the research, experimentation and results with the Commission, pursuant to Section 73.1510(d). The authority granted herein does not convey or imply any authority for continued operation beyond the expiration date below. Any construction undertaken pursuant to this authority is entirely at BMU's own risk. This authority may be modified or cancelled by the FCC at any time without prior notice or right to hearing.

This authorization expires on **May 29, 2010**.

Sincerely,

A handwritten signature in black ink, appearing to read "Charles N. Miller". The signature is fluid and cursive, with a long horizontal line extending to the right.

Charles N. Miller, Engineer
Audio Division
Media Bureau

cc: Bustos Media of Utah License, LLC
Aaron P. Shainis, Esq. (Counsel for GEO Spots, LLC)

ATTACHMENT C

.....

Shainis & Heltzman, Chartered

Counselors at Law

Aaron P. Shainis
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Lee J. Heltzman
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July 29, 2010

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VIA HAND DELIVERY

Marlene H. Dortch, Esq.
Secretary
Federal Communications Commission
Portals II – 12th Street Lobby
Filing Counter – TW-A325
445 12th Street, SW
Washington, D.C. 20554

FILED/ACCEPTED

JUL 29 2010

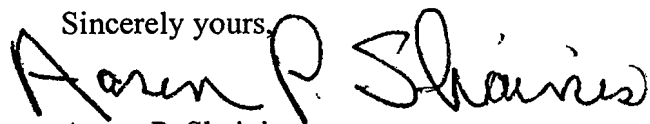
Federal Communications Commission
Office of the Secretary

Re: KDUT(FM), Randolph, Utah
Experimental Test Result

Dear Ms. Dortch:

Lazer Spots, LLC (formerly GEO Spots, LLC) submits the following report that was done pursuant to the Commission's March 29, 2010 issuance of an experimental authorization to be used with the above-referenced station. If there are any questions with respect to this matter, please communicate with the undersigned.

Sincerely yours,



Aaron P. Shainis
Counsel for
Lazer Spots, LLC

STAMP & RETURN

**Report to the FCC on the
Lazer Spots, LLC
Bustos Media of Utah License, LLC
KDUT(FM) Experimental Test Report**

**Lazer Spots, LLC
737 North Michigan Avenue
Suite 2350
Chicago, IL 60611**

July 15, 2010

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I. EXECUTIVE SUMMARY

BACKGROUND FOR TEST AUTHORITY

On March 9, 2010, Bustos Media of Utah License, LLC ("BMU"), the licensee of KDUT(FM), Randolph, Utah; KDUT-FM1, Bountiful, Utah; KDUT-FM2, Salt Lake City, Utah; KDUT-FM3, Ogden, Utah; and KDUT-FM5, Provo, Utah submitted a request for an experimental authorization (Attachment A). In that request, BMU, in conjunction with the assistance of Lazer Spots, LLC (formerly GEO Spots, LLC), sought Commission approval to allow it to utilize boosters associated with KDUT to originate limited programming. Specifically, the intent was to simultaneously broadcast of each of the aforementioned boosters different non-commercial announcements targeted to discreet audiences. The broadcasts were to be targeted to appeal to specific audiences encompassed within the booster's service areas. The proposal was for each of the boosters in question to concurrently broadcast a different non-commercial message.

On March 29, 2010, the Commission granted the experimental authorization (Attachment B). The authorization specified that "within 60 days following completion of the experimental operation authorized herein, BMU shall file a report of the research, experimentation and results with the Commission pursuant to Section 73.1510(d)."

On May 26, 2010, an additional 60 days was requested to complete the experimental broadcasts (Attachment C). On June 3, 2010 the Commission granted the request and extended the testing through August 3, 2010 (Attachment D).

GENERAL DESCRIPTION OF TEST

Conventionally planned FM broadcasting networks consist of transmitters with independent program signals on individual FM radio frequencies as allocated and regulated by the FCC. The allocation of the radio frequency for each transmitter and protected service and interference contours are defined by the FCC in Part 73 of Title 47 and FM Translator and Booster Rules in Part 74. Boosters are defined as transmitters which broadcast within Main station's coverage area (a "fill-in") on the same channel and frequency, and were created to allow FM stations to provide supplementary service to areas in which direct reception of radio service is unsatisfactory due to distance or intervening terrain barriers. Lazer Spots, LLC has developed a system that will allow an FM radio station to divide its signal into segments with the use of proprietary booster system design, audio and control switching, routing, hardware, software and implementation techniques. This new idea would allow the station to run different audio messages, such as Public Service Announcements (PSAs) on different booster transmitters simultaneously, thereby creating additional time capacity for such announcements. Lazer Spots™ holds a patent pending application for "Equipment, System and Methodologies for Segmentation of Listening Area into Sub-Areas Enabling Delivery of Localized Auxiliary Information". The concept of adding FM boosters to an existing FM broadcast station within the protected service area of the main station and specifically designed for targeted messaging is an expertise of Lazer Spots, LLC. It allows the ability to target listeners with more local relevant information as well as free up valuable broadcast messaging time.

The KDUT broadcast system has four boosters covering four distinct areas: Ogden, Bountiful, Salt Lake City, and Provo, UT.

MAIN	KDUT	41° 15' 55.00" N	110° 33' 20.00" W	89.00 kW ERP
BOUNTIFUL BOOSTER	KDUT-FM1	40° 50' 5.00 " N	111° 52' 3.00 " W	0.099 kW ERP
SALT LAKE CITY BOOSTER	KDUT-FM2	40° 48' 29.00" N	111° 53' 23.00" W	0.099 kW ERP
OGDEN BOOSTER	KDUT-FM3	41° 09' 57.00" N	112° 00' 52.00" W	5.600 kW ERP
PROVO BOOSTER	KDUT-FM5	40° 18' 0.00 " N	111° 38' 38.00" W	0.099 kW ERP

Table One: Booster Locations

In the KDUT(FM) FCC defined service contour (60 dB μ V/m), the four boosters create four distinct coverage areas, in terms of RF isolation and segregated markets. Distinct Public Service Announcements (PSAs) were tested as each market area was broadcasting a distinct PSA spot at the same time.

The tests as presented in this report were performed in June 23-26 of 2010, after modifications to the broadcast audio distribution (within the studio and in the studio-to-transmitter (STL) links) system were made to implement the targeted messaging concept.

In terms of market test locations, it is well known that the Salt Lake City market is favorable with regards to implementation of boosters, to increase signal level due to terrain blockage and mitigate multipath interference due to reflections from the surrounding terrain. It is important to note that in the test of KDUT(FM), no modifications to the main KDUT(FM) broadcast transmitter nor to any of the four KDUT(FM) boosters were implemented to the effective radiated RF power, broadcast antennas or geographical locations. Given the favorable results obtained and presented in this report we believe this is a very significant actuality.

CONCLUSION

The results of the testing, which occurred on June 23-26 of 2010, demonstrate that not only is the concept technically feasible but it is also of great value to the future of terrestrial FM radio broadcasting. Specifically, different announcements were broadcast to separate and discreet listeners concurrently. The quality of the announcements was not impaired to any significant degree. The attached audio clips for each of the measurement locations are provided for subjective verification of these results.

II. SUMMARY OF TEST RESULTS

Conventionally planned broadcasting networks consist of transmitters with independent program signals and with individual radio frequencies. The allocation of the radio frequency for each transmitter and protected service and interference contours are defined by the FCC in Part 73 of Title 47 and FM Translator and Booster Rules in Part 74. Lazer Spots, LLC has developed a proprietary (Lazer Spots™) system and technology that will allow a broadcast FM radio station

to divide its signal into segments with the use of carefully engineered booster transmission points. This new concept would allow the broadcaster to run different audio messages, such as Public Service Announcements (PSAs) on different booster transmitters simultaneously, thereby creating additional time capacity for such announcements. It allows the ability to target their listeners with more specific (i.e. hyper-local) relevant information, as it increases valuable broadcast messaging time.

The Lazer Spot™ approach is considerably different from the conventional broadcast coverage enhancement-only approach in that the purpose is to broadcast specific Public Service Announcements (PSAs) to a specific geographical area and potentially demographical listening audience, for a limited amount of broadcast time. For example, in this test two or three 30 second Targeted spots were broadcast, three to four times per hour.

It is common for FM analog booster implementations to create some amount of interference. The Lazer Spots™ proprietary system is designed to i) minimize interference in general using its patent pending design technology and software and routing capabilities, and ii) placing the simulcast interference areas that occur where there exists diminutive population counts and demographically determined non-listeners of the specific broadcast station. It is also important to point out that the overall benefit of the targeted messaging approach far outweighs the relatively small interference that occurs with booster implementations, especially when the design is such that it is engineered to minimize this occurrence to the listening public.

In the KDUT(FM) test, the submitted audio clips were recorded in the field from 6/23/2010 to 6/25/2010. Audio information was collected at 20 geographical locations and described in detail later in this report. At each of the 20 test locations, a measurement of the ‘Non-Targeted’, normal simulcast audio were made for a single PSA spot. This is referred to as the reference PSA spot and used as a comparative reference to the ‘Targeted’ spot. For the targeted-test mode, distinct spots were broadcast on each adjacent booster. These spots were not in simulcast synchronization mode, as normally would be the case. The goal was to monitor and analyze the audio at the 20 test locations for quality of reception as compared to the Non-Targeted PSA spot.

The results in this report indicate an objective ‘before and after’ analysis of the Non-Targeted and Targeted Audio spots. The audio clips for each of the measurement locations is also provided with this report for subjective analysis, which correlate very well based on listener feedback. In fact, under no case could the Non-Targeted audio be considered imperceptible, as defined in this report under ITU-R definitions. In fact, for the measured tests the average statistical difference between the objective audio quality measurements for the Non-Targeted and Targeted Audio spots are a mere 1%. If the guidelines for quality measurements of rounding to the nearest tenth of a decimal were made as suggested by the ITU-R¹, then NO objective perceptible difference is found on average for the KDUT-FM test. This is exciting, ground breaking news as Lazer Spots, LLC did not modify the commercially operating RF broadcast transmission parameters of KDUT-FM as previously mentioned.

¹ RECOMMENDATION ITU-R BS.1284-1*General methods for the subjective assessment of sound quality

III. FIELD TEST PROCEDURE

BOOSTER LOCATIONS

The KDUT broadcast system has four boosters covering four distinct areas: Ogden, Bountiful, Salt Lake City, and Provo, UT. The tests presented in this report were performed from June 23-26 of 2010, after modifications to the broadcast audio distribution (within the studio and in the studio-to-transmitter (STL) links) system were made to implement the targeted messaging concept.

MAIN	KDUT	41° 15' 55.00" N	110° 33' 20.00" W	89.00 kW ERP
BOUNTIFUL BOOSTER	KDUT-FM1	40° 50' 5.00 " N	111° 52' 3.00 " W	0.099 kW ERP
SALT LAKE CITY BOOSTER	KDUT-FM2	40° 48' 29.00" N	111° 53' 23.00" W	0.099 kW ERP
OGDEN BOOSTER	KDUT-FM3	41° 09' 57.00" N	112° 00' 52.00" W	5.600 kW ERP
PROVO BOOSTER	KDUT-FM5	40° 18' 0.00 " N	111° 38' 38.00" W	0.099 kW ERP

Table Two: Booster Locations

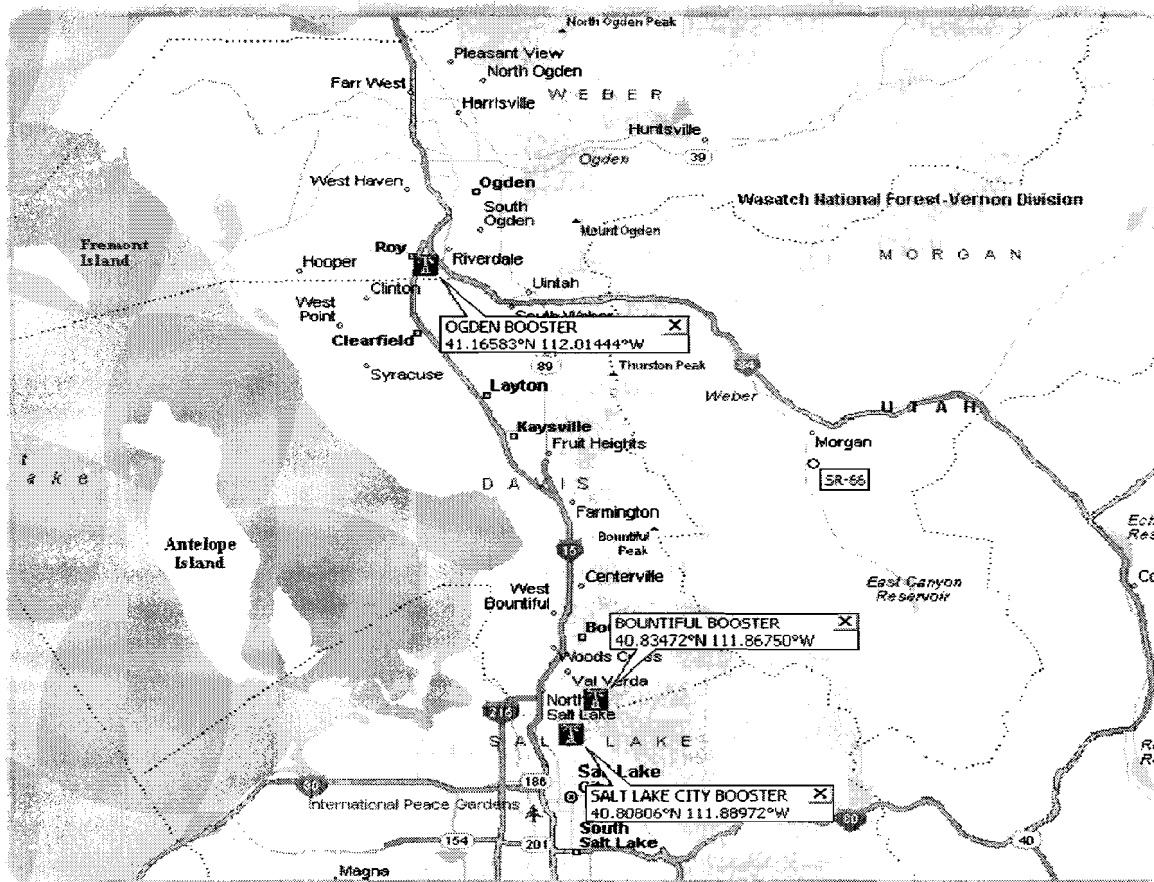


Figure One: North Booster Locations

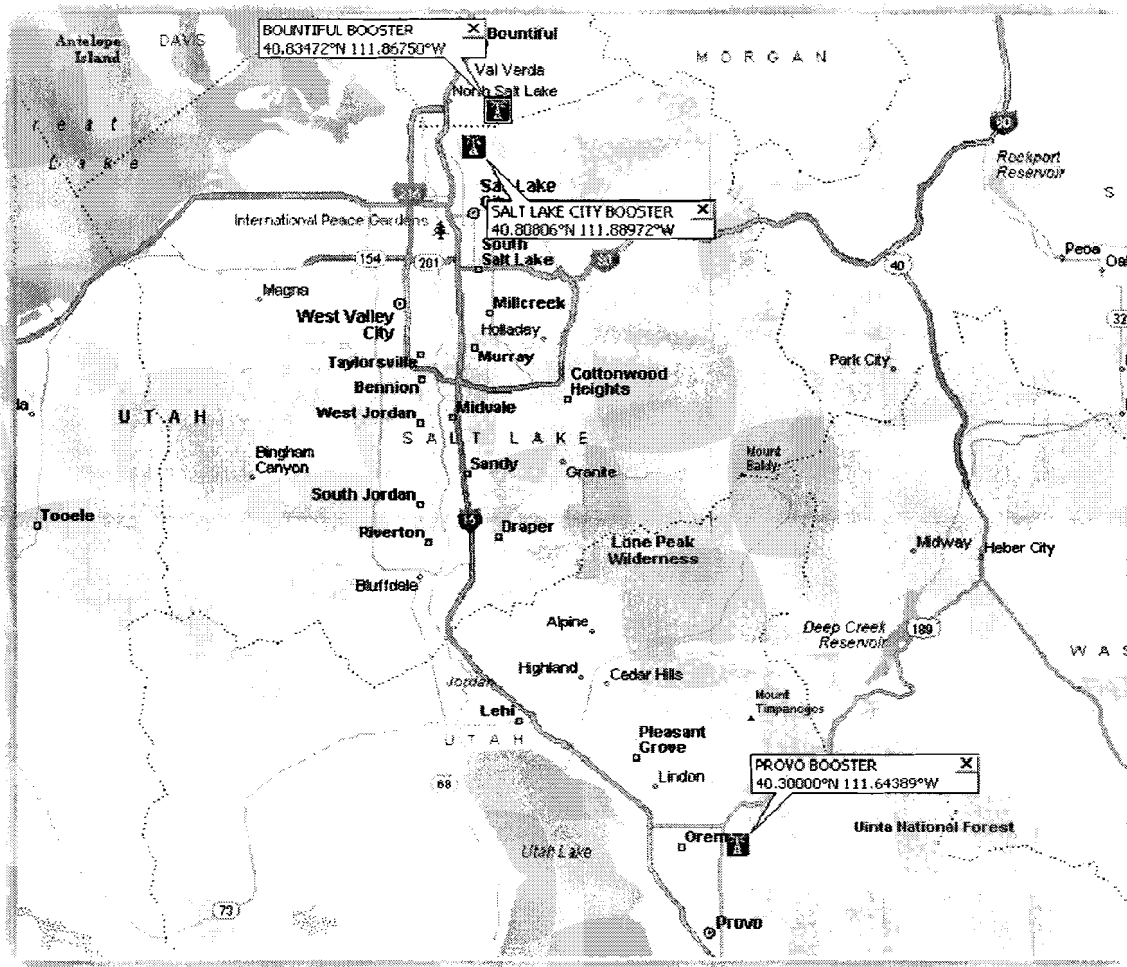


Figure Two: South Booster Locations

DRIVE TEST LOCATIONS

Preliminary testing occurred on 6/1/2010 to 6/7/2010 to determine appropriate test locations and drive distances between test locations. It is important to point out that 15 minutes or 30 minutes elapsed between the PSA spots, so drive distances had to be determined- typically 5-10 miles apart, and compensated by roads, construction delays, and alternate routes for high traffic or accidents. A typical test location was in an empty large parking lot with no close obstructions.

The 20 test locations were made in a stationary vehicle with sophisticated RF receiver and measurement software. Extreme care was taken to measure the Non-Targeted PSA spot and Targeted PSA spot (before and after) while the vehicle was within 1-1.5 meters each time, with the same vehicle orientation. With a few exceptions as discussed in the RF analysis section, the results were shown to be very close from a RF signal level measurement for each location. The coverage areas are divided into four maps shown below. This is based on the dominant coverage area for each of the four boosters under study.